

Rep Order# 6837954 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 105009 Printed: 08/02/2012 9:30 AM
EC'd Yes Last Received: 08/01/2012 2:13 PM

Showng Buylines: All Lines

1 of 7

Station KSNV-TV LAS VEGAS, NV.
Advertiser (OBAMA FOR AMERICA
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer MAURA GILROY
Phone#
Fax#

Agency (GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency CPI/P2E 95/101/1536
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm ()PHILADELPHIA
Sales Office ()AMY MCCREARY
Salesperson ()AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

BARACK OBAMA FOR AMERICA SC=*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	TU-F		5A-6A		:30	\$90.00	09/18-09/21	4	1	4	\$360.00	
2	M		5A-6A		:30	\$90.00	09/24-09/24	1	1	1	\$90.00	
3	TU-F		6A-7A		:30	\$175.00	09/18-09/21	4	1	1	\$700.00	
4	M		6A-7A		:30	\$175.00	09/24-09/24	1	1	1	\$175.00	
5	TU-F		7A-9A		:30	\$200.00	09/18-09/21	4	1	1	\$800.00	
6	M		7A-9A		:30	\$200.00	09/24-09/24	1	1	1	\$200.00	
7	SA		6A-7A		:30	\$125.00	09/22-09/22	1	1	1	\$125.00	
8	SA		7A-9A		:30	\$150.00	09/22-09/22	1	1	1	\$150.00	
9	SU		6A-7A		:30	\$90.00	09/23-09/23	1	1	1	\$90.00	
10	SU		7A-8A		:30	\$150.00	09/23-09/23	1	1	1	\$150.00	

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---	---	---	---	---	---	---	---

11 SU 8A-9A
Buyline Comment: MEET THE PRESS
:

12 SU 9A-930A
Buyline Comment: NEWS
:

13 SU 930A-10A
Buyline Comment: CHRIS MATHEWS
:

14 TU-F 9A-10A
Buyline Comment: TODAY SHOW II
:

15 M 9A-10A
Buyline Comment: TODAY SHOW II
:

16 TU-F 10A-11A
Buyline Comment: TODAY SHOW III
:

17 M 10A-11A
Buyline Comment: TODAY SHOW III
:

18 TU-F 11A-12P
Buyline Comment: RACHEL RAY
:

19 M 11A-12P
Buyline Comment: RACHEL RAY
:

20 TU-F 12P-1230P
Buyline Comment: NEWS
:

21 M 12P-1230P
Buyline Comment: NEWS
:

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LT Ln Day Time Program

Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart

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LT In Day Time Program
--- --- --- --- ---

Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart
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55 SU 11P-1135P Buyline Comment: NEWS
--- --- --- --- ---

:30 \$255.00 09/23-09/23 1 1 1 1 \$255.00
--- --- --- --- ---

56 TU-F 1135P-1235A Buyline Comment: LENO
--- --- --- --- ---

:30 \$110.00 09/18-09/21 4 1 1 1 4 \$440.00
--- --- --- --- ---

57 M 1135P-1235A Buyline Comment: LENO
--- --- --- --- ---

:30 \$110.00 09/24-09/24 1 1 1 1 \$110.00
--- --- --- --- ---

58 TU-F 1235A-135A Buyline Comment: FALLON
--- --- --- --- ---

:30 \$40.00 09/18-09/21 4 1 1 1 4 \$160.00
--- --- --- --- ---

59 M 1235A-135A Buyline Comment: FALLON
--- --- --- --- ---

:30 \$40.00 09/24-09/24 1 1 1 1 \$40.00
--- --- --- --- ---

60 SA 1130P-1A Buyline Comment: SNL
--- --- --- --- ---

:30 \$400.00 09/22-09/22 1 1 1 1 \$400.00
--- --- --- --- ---

—SALES MONTHLY TOTALS—
Report Totals: 120 / \$25,180.00

Sep 12: 120 / \$25,180.00

Sales Totals: 120 / \$25,180.00
Station Totals: 120 / \$25,180.00
Lines not sent/reld/rtrn: 0 / \$0.00

—COMPETITIVE—
Market Totals \$83,933 CATV 0% KBLR 0% KINC 0% KLAS 26% KSNV 30%
KTNV 19% KTUD 1% KVCM 2% KVNY 2% KVUU 20%

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XXXX 0%

—COMPETITIVE COMMENTS—
SHARES ESTIMATED

Books NOV12
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFP 8/12

—CREDIT RISK—
CASH IN ADVANCE

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